



# IN THE WORLD OF MUSIC

## NEWSBOYS' BAND PLAYS FIRST PUBLIC CONCERT SUNDAY NIGHT

Excellent Program Has Been Arranged for Initial Appearance at New Empire Theatre—Frank G. Aldridge Will Conduct

On Sunday evening at 8:15 o'clock the reorganized Edmonton Newsboys' Band, approximately 125 strong, will give its first public concert at the New Empire theatre. Not since July 1, when the band appeared in the Confederation Day parade, has the public had an opportunity of hearing it. At that time, barely three months of rehearsal had been held. Since then practice has been going on steadily with the exception of a

few business manager John Smith has issued invitations to as many of those who contributed to the band's instrument and uniform funds as could be accommodated in the theatre. Of course all could not be invited to the concert, but as even the capacity of the New Empire theatre is limited, it is those who will not be present will have a two-fold consolation. In



Frank G. Aldridge, conductor of the reorganized Edmonton Newsboys' band, who will lead his players through their first public concert on Sunday evening at the New Empire theatre.

## W. J. HENDRA SCORED SUCCESS AS GUEST CONDUCTOR OF E. S. O.

Led Orchestra In Expert Fashion—Had Difficult Task in Preparing Program—Took Solo Assignment in Encore Number

The third concert of the regular season at the Edmonton Symphony orchestra, given last night at the New Empire theatre, was a most triumph. It was a triumph for both the conductor and the orchestra. W. J. Hendra, who was appointed conductor of the season, led the orchestra in expert fashion. He had a difficult task in preparing the program, but he took a solo assignment in the encore number.

His work last Sunday revealed a remarkable command of musical preparation and a thorough understanding of the music. He made them into an ensemble, playing and responsive whole. His last was decided and easily followed and he maintained full sway over the situation at all times.

## Three Recitals Arranged by Popular Soprano

A series of recitals by the popular soprano, Miss Dale, will be given at the annual European tour. She will be singing on January 26 with the chamber music program, and on February 24th Miss Dale will give a solo program, using numbers from the three programs which she presented in England last month. As a climax to the series, Miss Dale will appear in a modern program, assisted by Maurice "Dave" and others, featuring compositions by Beethoven.



Miss Dale, the popular soprano, who will give a series of recitals during her European tour.

## D'Alvarez Is Accorded Unusual Distinction

Mauricio D'Alvarez, opera singer, was chosen as the first artist to appear in the new Memorial Auditorium, at Burlington, Vermont. The building has just been completed as a permanent memorial to the Vermont soldiers who fell in the world war. It aims to be the finest music auditorium in New England, its central hall seating more than 2,000 persons. Its acoustic qualities will give the first service "scale" during the spring season.

## Two Women Musicians Will Receive Honors

Two women pianists, Miss New and Katherine Gerin, are among the musical celebrities who will be honored this winter by the Musical Guild of New York. Madame New, who is the wife of William Van Hoogstraten, the orchestra conductor, will be the Guild's guest of honor at a dinner in March. Miss Gerin, American composer-pianist, will play several of her own compositions at the Guild's annual studio-concert in February.

## NOTED VIOLINIST COMING SOON

When Kathleen Parlow, the violinist, who will give a recital here on Friday, January 27, was in Montreal two years ago, she had the honor of being the guest of Queen Marie. Miss Parlow had arrived for a concert in Bucharest, and at a reception given for her by the British Minister, she was asked if she would like to play to the Queen. Of course she would—and then, much to her delight, she was given the choice of playing at Bucharest Palace, or staying for a couple of days at St. Anna and playing there. She chose St. Anna.

Accordingly, with the British Minister's wife as chaperone, she went to the castle. That evening, after dinner, Miss Parlow played 15 numbers, mostly at the Queen's request, for her majesty is very musical.

Queen Radiant. Next morning the Queen, looking radiant in national costume, she took Miss Parlow first for a walk and then for a motor drive up the mountains. A drive at such a tremendous pace round about curves and overlandings precipices that it was quite hair-raising. The Queen asked her if she was afraid, and she said: "No, I was not."



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## Famous English Cellist Has His Own Troubles

Norman Wilson, famous English cellist, who announced here last season under the banner of the Women's Musical Club and gave a recital in the presence of a capacity audience at the G. W. A. Memorial Hall, has been looked to give a recital in the city in the near future. He recital a year ago created a favorable impression and he will doubtless be greeted by a capacity audience again.

## MUSIC FROM AFAR



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## THE WOMEN'S MUSICAL CLUB

PRIMES FLORENCE AUSTRAL, Dramatic Soprano

at Pantages Theatre on Wednesday, Feb. 8, at 8:30 p.m.

"No Soprano voice at least in my time, has ever come within miles of her—Edmund Morris, Chicago Tribune"

Exchange tickets, \$10.00, \$5.00, \$2.50, and \$1.00, can be obtained from Heintzman & Co., Art Music Co., Leedy Piano Co., Henderson Piano Co., Willis Piano Co., and any member of the Musical Club Executive.

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"The cause that is too hard for thee, bring it to Me."—Deut. 1:12.

Today's text is suggested by Rev. John Wood, Chalmers United Church.

Monday's text will be selected by Rev. C. F. A. Clough, St. Faith's Anglican Church.

## Edmonton Bulletin

Alberta's Oldest Newspaper

Founded in 1880 by Hon. Frank Oliver

Published every afternoon, except Sunday.

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### IT WILL HELP ALBERTA

THE BULLETIN IS FOR IT.

SATURDAY, JANUARY 21, 1928

### BACK TO POLITICS?

President Wood explained to the delegates at the C.F.A. convention that the membership had reached its peak in 1921 because the organization was at that time engaged in a political battle for the control of the government of the province. Since then the membership had declined because there was no objective ally. "Important" to hold the allegiance of aid members and cause others to enlist.

In 1921 the membership was 37,721. The figure is now given as 8,439, a decline of 3000 from last year. The slump has been fairly constant, and has averaged something less than 5000 a year during the six year period. If Mr. Wood's explanation is correct, the political incentive must have been a strong one, since it swelled the ranks to about four and a half times as many members as are now on the rolls.

What follows? Is the political objective to be revived, and made the permanent magnet by which to build up and maintain the strength of the organization? The President and the officials generally were plainly concerned about the future of the organization. Since political action was found so effective in getting members on a former occasion, will it be resorted to again, and the C.F.A. become a political party first and an economic organization second?

### THE LEAGUE AND THE UNION

Representatives of the North American republics say they would welcome Canada in the pan-American Union. Canadians will want to know a little more than they do at present about the aims and objects of the union before they develop any great amount of anxiety to join it. The experience of the United States seems to suggest that that country is getting a deal of trouble out of its relationship with the southern republics.

The developments in Nicaragua are traceable to any obligations, legal or moral, created by reason of the United States having joined the pan-American alliance, there being nothing in itself to recommend this country for the idea of sharing such responsibilities. Canada has no disposition to undertake to regulate the political affairs of Central and South America, and must recognize that it has any duty to do so.

The Dominion is at present a member of one international organization whose purpose is to preserve peace and promote the welfare of the world. Whatever its shortcomings, the League of Nations looks a good deal more likely to produce results along these lines than the American Union. If those are also the aims of the Union, the southern republics could accomplish more by getting the United States to join the League than by getting Canada to join a small-scale imitation of it.

### RE-SETTING PROPERTY VALUES

Property values in the city are tending upward, particularly in certain business sections. Taxation is based upon assessed value, which in turn is based upon presumed market value. This shifting of market values has created inconsistencies in the schedule of assessments, and a revision on a somewhat broad scale is necessary to re-establish a proper proportion between taxes imposed upon properties in different districts.

The finance committee of the city council proposes to meet this situation by a general survey of property values throughout the city. This survey will probably occupy a year, and the results will not be apparent until the assessment of 1929 is made. It seems to be about the best way to restore the equilibrium, the one open to the fewest objections and involving the fewest difficulties for the city assessors and the property owners.

One important result of the survey will be to establish a new scale of selling values for property. If the market price of which property in a locality changes hands is the basis upon which its assessment is fixed for taxation purposes, it is no longer true that the assessed value is accepted by both buyers and sellers as a guide to the price at which property should be bought and sold.

The war and post-war boom have raised all existing notions of property values. Owners have had to "forget" what they paid for property, or what it was worth years ago, in fixing price when they would sell. Buyers have been equally at sea as to whether they were getting proper value for their money or were paying a price fixed by conditions which no longer existed. The new survey will provide a standard by which selling values can be fixed hereafter, with a more reasonable comprehension of present actual worth.

### EDMONTON IN THE FRONT RANK

Edmonton has been restored to the Olympic circuit. That places this city in the rank of Vancouver, Winnipeg, Toronto and Montreal, as a centre where there is a demand for the best that is shown on the vaudeville stage of the continent. Because of the great open spaces which intervene between the centres in the western country, the expense of bringing entertainers of this class to Edmonton is abnormal, and a uniformly generous arrangement is necessary to support the undertaking. Upon that basis the continuance of Edmonton as one of the points in Canada where theatre-going have the greatest seeing and hearing what the foremost producers in this line of entertainment have to offer.

### Afterwards

By EDGAR E. GUEST

"The never mentioned gold  
At his bride,  
In the trousseau which they told  
It was true,  
Now on of him they said  
"Now our richest man is dead!"  
Friends came trooping in to call,  
And we heard  
No one standing in the hall  
Speak a word  
Still, satisfied, sweet and kind  
Of the treasure which he had.  
None would guess from what was said  
What his loss was.  
On the fortune of the dead,  
With all career and worries laid  
Of the fortune which he had.  
"It was truly, he was kind  
Day by day,  
Those of us who stayed behind  
Felt his loss,  
And somehow it seemed to me  
That it is all a loss can be."

### The Pig's Tail

By DR. FRANK GRACE

Some weeks ago I wrote an article called "Why is a Pig's Tail?" Since that happy day I have learned much. In the kitchen the country spring up in defense of the pig's tail.

Good-natured letters are still coming in recommending the virtue of the country spring up in defense of the pig's tail. One of the best comes from Champlain, N.Y. It is written in a firm hand, by an old man, eighty-five. Slightly condensed, the letter reads:

"In the editorial are twenty paragraphs and I find you are in the line with your own say. If you have a butcher and also a farmer for three-five years and have raised many fine hogs, you will find the pig's tail is a useful thing. I have two, one in my kitchen and the other in my cellar. Then the tail is a useful thing to a pig."

"Say, Doctor, if you are running after a market to reach it, wouldn't it be better to reach it if there were no tail there?"

"After pig tails are advertised in the market, you will notice that fresh pig tails hold the line."

### Do You Remember?

Forty Years Ago

From the Edmonton Bulletin, Saturday, Jan. 21, 1888.

Telegraphic news from Winnipeg—  
At southern news, we all in the Ottawa district. No damage.

At southern news, we all in the Ottawa district. No damage.

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### OUT OUR WAY

By Williams

DID YOU SEE THAT?  
WORKS RIGHT  
NEXT TO ME  
AND I'LL BE  
RIGHT BY MY  
HOUSE, AN'  
WOULDN'T PICK  
A FELLER UP  
WHY? I'LL  
IM THRU HIM!



A ONE-MAN FIVE-PASSENGER.

### Health and Diet Advice

By DR. FRANK MCGOY

Diet Specialist and Author of "The Fast Way to Health"

Questions on Health and Diet Answered by Dr. McGoy, who is addressed in care of the Edmonton Bulletin.

DR. MCGOY'S MENUS SUGGESTED FOR THE WEEK BEGINNING

SUNDAY, JANUARY 22ND

Sunday: Breakfast—French omelet, two or three strips of bacon, coffee, toast. Lunch—French omelet, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

Monday: Breakfast—Cottage cheese, Mellsa toast. Lunch—Baked chicken, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

Tuesday: Breakfast—Eggs cooked in milk, Mellsa toast. Lunch—Baked chicken, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

Wednesday: Breakfast—Omelet with butter or milk, Mellsa toast. Lunch—Baked chicken, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

Thursday: Breakfast—Omelet with butter or milk, Mellsa toast. Lunch—Baked chicken, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

Friday: Breakfast—Omelet with butter or milk, Mellsa toast. Lunch—Baked chicken, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

Saturday: Breakfast—Omelet with butter or milk, Mellsa toast. Lunch—Baked chicken, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

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### By Williams

YOU EXPECT TOO MUCH, BARNABY, PICKING UP ANY O' THIS FAMILY T' CHURCH, I'LL NEXT MORNIN' ALL DRESSED IN WHITE—WHEN THEY GOT HIM IN HIS CAR.



A ONE-MAN FIVE-PASSENGER.

### Health and Diet Advice

By DR. FRANK MCGOY

Diet Specialist and Author of "The Fast Way to Health"

Questions on Health and Diet Answered by Dr. McGoy, who is addressed in care of the Edmonton Bulletin.

DR. MCGOY'S MENUS SUGGESTED FOR THE WEEK BEGINNING

SUNDAY, JANUARY 22ND

Sunday: Breakfast—French omelet, two or three strips of bacon, coffee, toast. Lunch—French omelet, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

Monday: Breakfast—Cottage cheese, Mellsa toast. Lunch—Baked chicken, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

Tuesday: Breakfast—Eggs cooked in milk, Mellsa toast. Lunch—Baked chicken, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

Wednesday: Breakfast—Omelet with butter or milk, Mellsa toast. Lunch—Baked chicken, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

Thursday: Breakfast—Omelet with butter or milk, Mellsa toast. Lunch—Baked chicken, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

Friday: Breakfast—Omelet with butter or milk, Mellsa toast. Lunch—Baked chicken, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

Saturday: Breakfast—Omelet with butter or milk, Mellsa toast. Lunch—Baked chicken, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

Sunday: Breakfast—Omelet with butter or milk, Mellsa toast. Lunch—Baked chicken, soup, minestrone salad (celery, tomatoes, celery, raw cabbage). Dinner—Baked chicken, rabbit, cooked lettuce, squash, salad of cold cooked asparagus (canned) for cream.

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Saturday: Breakfast—Omelet with butter or milk, Mellsa

















# MARKETS, GRAIN, FINANCIAL

## Montreal Stocks

MONTREAL, Jan. 21.—(Strong) and actively marked today's short session on the Montreal stock exchange was for the most part a continuation of the previous day's movement.

Canadian Pacific, Canadian National, and the Grand Trunk Railway were the most active.

Canadian Pacific was up 1/2 at 113 1/2. Canadian National was up 1/2 at 113 1/2. Grand Trunk Railway was up 1/2 at 113 1/2.

Other gains were shown by Alcan., Northern Valley, Brown, Shaw, and others.

Canadian Pacific	113 1/2
Canadian National	113 1/2
Grand Trunk Railway	113 1/2
Alcan.	113 1/2
Northern Valley	113 1/2
Brown	113 1/2
Shaw	113 1/2
Other gains	113 1/2

## Notice to Creditors and Claimants

In the Matter of the Estate of MARIE ELIZABETH, late of the County of Alberta, deceased.

Notice is hereby given that all persons who have claims against the estate of the above named Marie Elizabeth, late of the County of Alberta, deceased, are required to file their claims with the undersigned, the executor of the estate, at the office of the undersigned, at Edmonton, Alberta, on or before the 21st day of February, 1928.

## ADVERTISEMENT FOR CREDITORS

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## Notice to Creditors

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## NOTICE

TAKE NOTICE that at a public hearing on the 21st day of January, 1928, at the office of the undersigned, at Edmonton, Alberta, the following claims were presented for payment:

1. The claim of the undersigned, for the sum of \$100.00.

2. The claim of the undersigned, for the sum of \$200.00.

3. The claim of the undersigned, for the sum of \$300.00.

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## BLIND SENATOR HAS FRIEND



Senator Thomas D. Schall, blind senator from Minnesota.

Senator Thomas D. Schall, blind senator from Minnesota, has a new friend who is an interesting guide when the senator goes about the capital, Washington.

The friend is the Canadian politician, who also sees that Senator Schall is protected from the public when he is in the city.

## Preparation for Session

### KEPT SECRET

#### First Word Likely to Be Governor-General's Throne Speech

OTTAWA, Jan. 21.—The events of the week in the capital were not of a nature to catch the headlines of the press. It doubtless many things were happening within the inner circle of the cabinet, where the government's sessional program was being formulated, but these matters are the most closely guarded secrets, they were not productive of news.

## Man Who Slew Son Vague: No Motive Given

### THE PROBS.

#### WARMER TEMPERATURES

TOBACCO, Jan. 21.—What actually motivated George Deighton to set out upon the assassination of his son, the 17-year-old son, is not known. He was found in his home here, having been more or less unconscious for some time.

## British Columbia Mines

### Mining is booming in B.C. Stocks are rapidly advancing.

#### Tremendous profits are being made. Take advantage of this market and participate in B.C.'s wealth.

## H. W. DEVITT

707 Tugler Bldg. Representing Miller, Court & Co., Ltd., Vancouver

## Two Attractive Industrial Investments

### United Grain Growers

#### 5% First Mortgage Bonds

Due January 22, 1948

Price: \$7.00. Yield 5.24%

## H. H. COOPER 8% Preferred Stock

Price: 100.00. Yield 8%

## D. M. DUGGAN INVESTMENTS

LIMITED

2nd Floor Bank of Toronto Bldg.

PHONE 2745

## British Columbia Mining Stocks

Owing to their present activity we have arranged for special information to be available at our office covering these different companies together with fast service on the execution of any orders on these stocks.

## W. Ross Alger Corporation Ltd.

600 McLeod Bldg. Phone 4290 Edmonton

## Pool and Non-Pool Wheat Handled

AT ALL

## Alberta Pacific Elevators

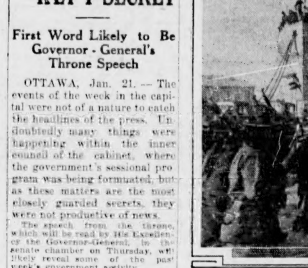
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## GOING TO FIGHT IN NICARAGUA



The picture shows part of a detachment of 500 marines embarking at San Diego, Calif., recently on the United States ammunition ship Nitro to leave for Nicaragua.

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## AMENDMENTS TO CITY CHARTERS TO BE ASKED



Edmonton, Calgary, Lethbridge and Medicine Hat will be among the petitioners for amendments to their charters at the forthcoming meeting of the League of Cities which opens on Feb. 2.

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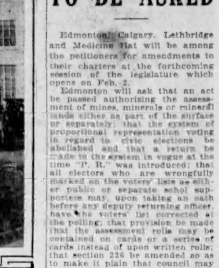
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## STEADY GROWTH REVEALED BY CHURCH REPORT



The picture shows part of a detachment of 500 marines embarking at San Diego, Calif., recently on the United States ammunition ship Nitro to leave for Nicaragua.

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## LIKE "CANARY"

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## *New Princes of Church : Russian Problem : Old Game Revived*



A black and white photograph showing a group of people ice skating on a frozen pond. The skaters are dressed in winter clothing, and the scene is set outdoors with a dark background.



**THE CHRISTMAS PACKAGES THAT NEVER ARRIVED:** Casualty packages, many of them containing perishable foods, a goose, a pheasant, and so on, being opened at the general post-office because they were insufficiently addressed or so poorly wrapped that they would not stand handling



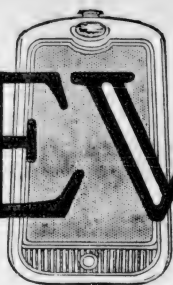








# CHEVROLET



The COACH  
**\$740**  
At Factory, Oshawa  
Taxes Extra



*in Every Way*

## The Supreme Achievement of 13 Years Experience in Building Quality Cars

**YOUR** first inspection of the "Bigger and Better" Chevrolet will show you a car which marks the supreme achievement of thirteen years' constant progress.

Not only does the Bigger and Better Chevrolet embody the matchless technical skill of the world's foremost automotive engineering staff . . .

. . . not only does it incorporate the priceless scientific facts discovered in the vast General Motors Research Laboratories . . .

. . . but into its building have gone the great practical lessons learned in millions of miles of testing at the General Motors Proving Ground!

Thus every item of Chevrolet construction . . .

every phase of Chevrolet performance is **KNOWN** and **PROVEN**. The luxurious comfort of the larger Fisher Bodies . . . the **easy-riding** qualities of the patented shock-absorber springs . . . the lightning acceleration and easily sustained speed . . . the 34.6 per cent. greater power of the improved Chevrolet valve-in-head engine . . . the ruggedness and staunchness of the engine, chassis and body construction . . . these are **FACTS** . . . proven and indisputable. Chevrolet makes no claim that has not already actually been demonstrated . . . no claim that cannot be more than justified in any test **YOU** wish to put it to. Come in and see this wonder car today.

C-2028.AA

107" WHEELBASE, 4 INCHES LONGER  
BIGGER, ROOMIER FISHER BODIES  
NEW SHOCK-ABSORBER SPRINGS  
INCREASED SPEED  
34.6 PER CENT. GREATER POWER  
MOTOR ENCLOSURE  
THERMOSTAT CONTROLLED COOLING  
SYSTEM  
NEW DUCO COLORS  
INDIRECTLY LIGHTED INSTRUMENT  
PANEL  
EASIER STEERING  
LARGER, DEEPER RADIATOR  
LONGER HOOD  
CRANKCASE BREATHING SYSTEM  
ALLOY PISTONS OF "INVAR-STRUT"  
CONSTANT CLEARANCE TYPE



and  
EXTRA SET OF EMERGENCY BRAKES

## EDMONTON MOTORS, Limited

10228 98th Street, Edmonton, Alta.

Phone 1941

10216 102nd Street, Edmonton, Alta.

Phone 1971

MacLEOD BROS.,  
Athabaska, Alta.

A. WOLF,  
Waskatenau, Alta.

J. H. PERRAS,  
Morinville, Alta.

PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED



able to refer delinquents for diagnosis.







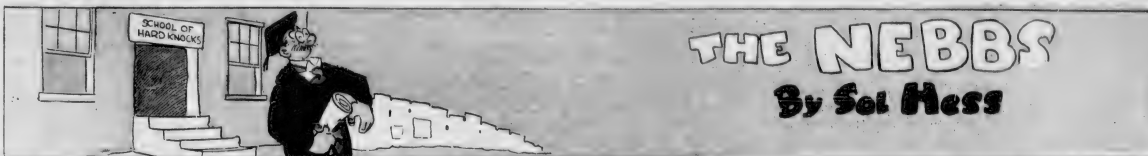








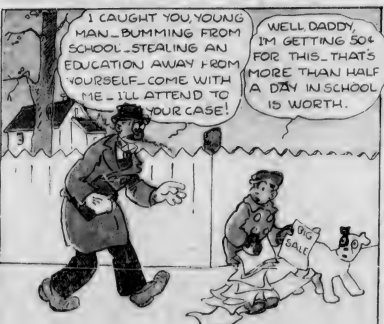




## THE NEBBS

## Like Father Like Son

By SOL HESS



You'll Enjoy

The daily doings of "The Nebbs" as portrayed every day. The best

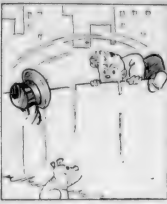
Comic Features

are a source of delight to the thousands who read the

Bulletin

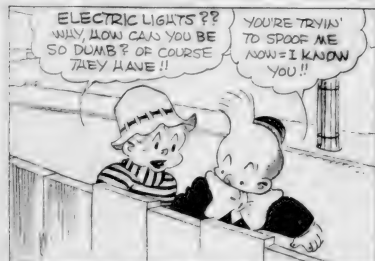
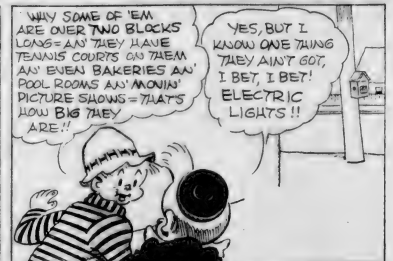
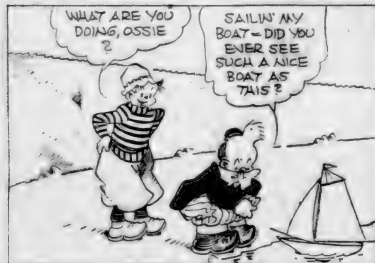
# BEETLE The LITTLE OLD MAN

BY REDNIP  
REG. U. S. PAT. OFF.



## FRECKLES AND HIS FRIENDS

By Blosser



Dorothy  
Dix

writes in such an understanding  
manner that she has helped thousands  
on the road to

Future  
Happiness

The problems and perplexities of both  
lovers and married people are dealt  
with by this inspiring writer.

Bulletin  
Every Day





# Henry! Says Henry

## by Charles Vining

TWENTY years ago the automobile was a freak. It didn't need to be advertised. It was news.

That soon passed. Henry Ford began making a car that was cheap and easy to drive. Fifteen million people bought it and other millions, this educated, bought other cars. No automobile became a commonplace. It was no more news than a washing machine or a pair of boots. It had to be advertised and the advertising of automobiles in newspapers and magazines became more insidious and cost than that of any other commodity.

And now our news is a curious thing in taking place. The automobile has become news again.

When the Ford company stopped making cars last May and said they were going to build a new one all the newspapers got busy at once. They wanted to know what it would be like and how soon it would be ready. When the Ford company said they didn't know the paper decided to find out anyway and week after week and column after column the stories grew. Ford page stories.

All the papers competed for rumors. When the announcement itself came out the papers trembled over each other to supplement it with four feature stories, pictures, interviews with criticism on what they thought about it, descriptions of the crowds examining the new car. Price \$10.

Recently Chevrolet came out in brand new dress. The Canadian morning paper gave this news a three-column lead on the front page with a spread of pictures of all the new models. The other papers were almost as excited. Twenty

made his check almost blank. The excitement usually finds beneath his quietness was missing. The flow of ideas that challenge and disconcert was missing too.

I thought he was very tired but afterwards I was told that the activity in the last few months had given him better health than he had had for some time. He was not at all tired; he was merely too interested in questions about him.

I asked him first about the crisis.

"How did the crisis come, Mr. Ford?"

"I don't know what you mean by a crisis," Mr. Ford said. "The need for a change in our car was obvious and it was bound to come in six or seven years. We chose this opportunity to make the change, that's all."

And did you begin preparing for the change seven years ago?"

"Yes, six or seven years ago, we saw it coming."

"What brought the need for change? Was it competition?"

"The car had to be changed because conditions have changed. The old car was planned and built to suit the conditions of twenty years ago. It was primarily a pioneer car. That involves a good many things. We found, for example, that people were using the car for loads we had



"Well, what was the first thing you went at, Mr. Ford?"

"Oh, I guess the first thing was the wheel base and size of the car. I decided on the wheel base and size right away and haven't changed it since. After that it was a matter of working things out on the drawing board until we got them right."

"Did you and your son divide the work between you?"

"Ideal was the artist. Most of the body design and colors are his. He's very good at design."

"He's been said that you worked on the car in overalls. Mr. Ford, like a mechanic. What was really your part in it?"

"Oh," Mr. Ford said, "nothing. Nothing."

"That was part of the bank he wasn't interested in. Afterwards I found out that there is no smallest detail of the new car which Mr. Ford has not examined and approved. Many of the features he worked out himself. It is his product."

"People have pictured you, Mr. Ford, living in the workshop day and night, working frantically to get the new car out and watching the million

dollars a day it is supposed to have cost. Is that another wrong idea?"

He smiled.

**Fixed Price in a Hurry**

"Did you follow any special program of work in the house?"

"People who have ideas like that must be out of touch with industry," Mr. Ford said. "There was no hurry about it. We did our work in an ordinary sensible way. We paid no attention to the cost of the time we took. When you are thinking about things like that you can't do a good job. This was a good job. We got things the way we wanted them."

"Were you in the workshop all the time?"

"I've learned that it can sometimes work on a thing better when I am away from it than when I am on top of it."

"It has been stated that the month you spent building the new car cost you a million dollars a day. Mr. Ford, is that correct?"

"I haven't any idea what it cost, and I don't care."

"Didn't you keep a check on costs?"

"Do you think I'm a bookkeeper? Somebody kept track, you may be sure of that. We've been twenty years getting ready to do this and we weren't thinking about costs. We were thinking about doing the job."

"The Air Won't Be Free"

\$500 much for the great desperate car and the psychology stuff and the campaign of suspense. Mr. Ford was tired of it and we began to talk about other things.

"The Air Won't Be Free"

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"How did you decide on the selling price of the new car?"

"I was going away to Boston. The day before I went away I met Ideal out in the hall and he said we'd better fix the price. So we sat down there in one of the rooms for a while and figured out what we thought the price should be. Ideal wrote them down on a little piece of paper and that's the last I saw of them until I read them in the papers in Boston."

"Didn't you have cost sheets or anything of that sort to figure from?"

"No."

"Did you encounter any particular difficulties or delays?"

"No. Nothing that I remember. We kept trying different things till we got everything the way we wanted it."

"There was a statement the other day, Mr. Ford, that you are already working on another new car."

"I don't remember ever saying that. We're working all the time on new ideas. Nothing stands still and it's certain that making cars won't stand still. But we're not finished with this car yet. We have two or three things we're still working on."

"Are there any secret processes in the car?"

"No, but it is a new car. Not a single part of the old car has been kept. The new car is built to serve a different need. It is built for speed, power and comfort."

"Wasn't the new car supposed to come out first in the early fall?"

"Not that I know of. You must have seen some of the rumors. There was never any word from here as to when it would come out, because we didn't care. Names don't mean anything."

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"Are you still interested in developing travel by air, Mr. Ford?"

"Yes. As interested as ever. We're working at it."

"What do you think the trend of development will be?"

"You're asking for a prophecy. I won't give you a prophecy, but my opinion is that the main development will be in large planes."

"You mean that planes will do the work of trains and liners rather than of automobiles?"

"Yes. The air won't be free. It will have to be controlled and large numbers of individual planes seem unlikely."

"Have you considered the proposed St. Lawrence waterway development, Mr. Ford?"

"Yes."

"What do you think about it?"

"I only know two things about it. One is that no matter what the opposition may be, here or in Canada, the waterway will go through. The second is that no matter who manages to steal half the benefits of it, it will be a good thing."

"Regardless of cost?"

"People who can't see beyond the end of their nose are circulating a certain amount of money, taking money out of some pockets and putting it into other pockets."

"Is it pretty hard for people to see that?"

"Yes. Some people can't see an eighth of an inch beyond their nose. There's always opposition to progress like the St. Lawrence development, and that's the sort of people it comes from. People who can't see beyond the end of their nose who can't see beyond the end of their nose."

"Do you favor the St. Lawrence in relation to your own business?"

"It doesn't matter five cents to our business one way or the other. We manufacture anywhere."

"Mr. Ford left the room and I was taken out through the great shining experimental laboratory to the workshop where the new car was built."

"On the way I saw a room with shelves full of books in which Mr. Ford has been interested during the last few months. While we passed him so desperate in his crisis. They were the old library school readers, a complete collection. Some of them were bound as a boy and there he has read and reprinted and bound to duplicate of the original."

"The workshop of the new car is an enclosure separated from the main floor of the laboratory by frosted glass partitions. Next door, behind similar partitions, is Mr. Ford's bathroom where classes in old-fashioned games are conducted. Through the open door I heard music and the fiddle calling the dance movements. The last time I was in the workshop Mr. Ford spent most of the afternoon watching a class of children struggling with the arithmetic."

"McClure's school books, old dances, new cars, side by side in the laboratory and side by side in the mind of Henry Ford. Perhaps it isn't the automobile that has become new again. It is really Henry Ford who is always new."

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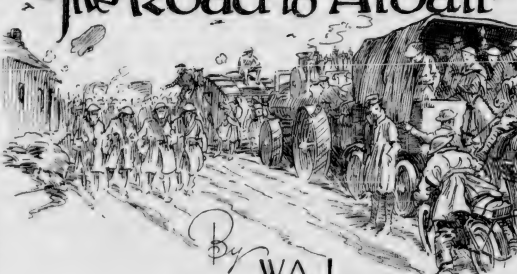
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## Check back to "Albair"



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## Testimony

By EVA MOOD TURNED

My garden bears testimony to divinity:

I saw the end, I saw a mystery:

And after the day's work was done

I found the garden of the sun:

Implore the ministry

Of the rain; and when this is done,

It is done.

Who thrushes up

Through the improving cloud

Strips of emerald leaf and radiant bloom,

Flashed of fabrics from a heavenly loom,

And after the day's work is done

Within a blue-pink pinpoint of space,

Peek a blue-print of the cosmos' swirling race,

Or from a dry brown road release

The robes in all its white peace

Hangs the rose upon the thorn,

And after the day's work is done

It is done again, and so the sun

May be so proud of beauty

That he gives to the earth within the poppy

And the rose, or yields to winter's devastating

bold

Autumn's ambience of flame and gold.

—W. A. J.

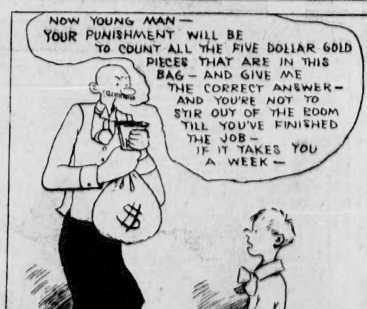
The Christian Church (Chicago).

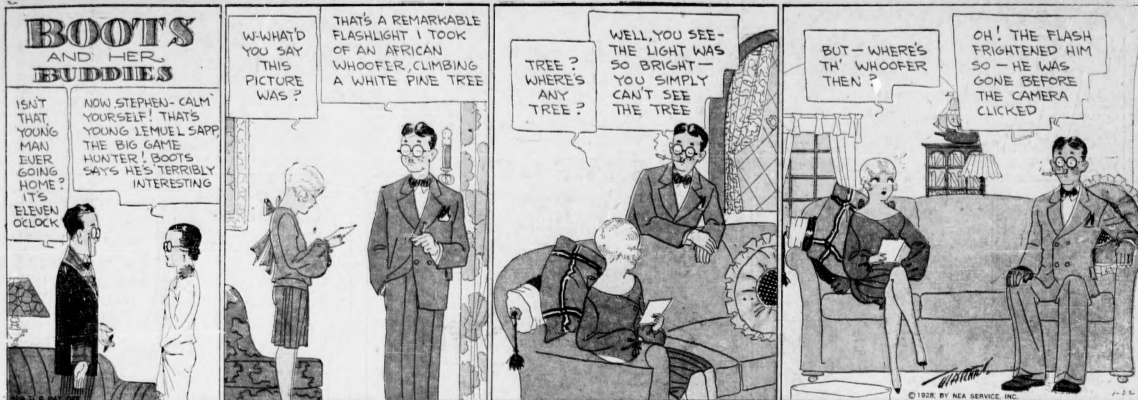












## OUR BOARDING HOUSE

By Ahern



"Our Boarding House"

Is one of the most amusing and laughable comic features. You can follow the adventures of these characters

Every Day

in the Bulletin. This is but one of the many exclusive comics that are featured in the

Edmonton Bulletin